

## Agora Publications – PC Course Buyers

**Paid subscribers - 135,866**

### Description/Profile

Agora Publications are specialist publishers in PC continuity products for the consumer market. This extremely high-quality database consists of subscribers and buyers to two of Agora's continuity loose-leaf products:

#### **The Windows Advisor (70,301 contacts)**

Aimed at the over 40's, helps PC enthusiasts solve their Windows hardware and software problems.

#### **PC Knowledge for Seniors (65,565)**

Aimed at over 50's looking to improve their IT skills, enables users to get more out of their PC with its jargon-free copy and step-by-step instructions covering areas from how to get online to simple tips for digital photography.

Subscribers to these products pay £140 per year to receive a loose-leaf plus regular update service.

The profile is 90% male, aged over 40 years. These mail order responsive subscribers have been recruited by direct marketing, inserts and online.

Selections can be made across the Masterfile or by individual publication.

### Recommended Users

- Cruise Companies
- Insurance providers
- PC hardware and consumables
- Home and garden
- Stationery companies plus many more.

### RATES

#### Single Use Rates

**Postal £120/000**

**12 Month Lease – Enquire for costs**

#### Selections

**Geography £10/000**

**Gender £10/000**

**Recency £10/000**

**Publication £10/000**

**Delivery £35 flat**

#### Terms & Conditions

**Minimum order: £500**

**Delivery: 2/3 working days after approval**

**For counts, or more information contact**

[olivia@intermedia-global.com](mailto:olivia@intermedia-global.com)  
[matt.lucas@intermedia-global.com](mailto:matt.lucas@intermedia-global.com)  
[richard.collett@intermedia-global.com](mailto:richard.collett@intermedia-global.com)

**Or call us on +44 (0) 1234 831000**